

JOB DESCRIPTION

Job Title	Sports Fundraising Specialist
Reporting to:	Head of Sports Programmes
Department/Team	Sports Programmes Team / Corporate Fundraising
Location	Unicef House, 30a Great Sutton Street, London, EC1V 0DU
Hours	35 hours per week, Monday to Friday 9.30am – 5.30pm
Salary Band/Grade	Band 7: £35,925 - £41,863 per annum inclusive of £961 Job Premium
Duration	Fixed term contract until 31 st March 2016

Position in the organisation

Unicef UK's Fundraising directorate is responsible for raising funding (from non-statutory sources) in the UK to deliver change for children in the UK and across the world.

The Corporate Fundraising team at Unicef UK has achieved significant growth in recent years: securing, retaining and growing major six and seven figure partnership with companies including BT, Manchester United, Rangers, The England Footballers Foundation, P&G, easyJet, Unilever, Barclays and M&S among others.

As part of a growing focus on the role of sport in delivering Unicef UK objectives, the Corporate team are increasingly working alongside the Sports Programmes team to identify and connect with major new sources of funding from the Sports Industry.

This unique post will work between Unicef UK's corporate team and the sports programmes team, reporting to the Head of Sports Programmes, with the key focus of fundraising from the Sports Industry.

Background

Unicef is seen as one of the most trusted brands in the world. As a champion of children's rights including the right to play and right to health, there is a natural fit with sport and play. The organization's global reach and focus on children is also seen as valuable to the sports industry, and in return sport can be a valuable source of funding for our programme work.

Over the past decade Unicef has nurtured a valuable global portfolio of relationships with the sports industry that rivals any children's agency in the world. This covers multiple sports and



territories, and includes relationships with the likes of FC Barcelona, Manchester United, National Basketball Association, 2012 Olympic Games, Major League Soccer and the Association of Tennis Professionals.

Besides generating income for programmes, these relationships also provide a platform for communications, and support from Goodwill Ambassadors such as David Beckham, Novak Djokovic, Fernando Alonso, Sir Alex Ferguson and Ryan Giggs are worth millions of dollars in equivalent advertising revenue.

Unicef UK is also developing significant experience of using sport for development in Unicef programmes, which presents highly relevant opportunities for investment from the sports industry.

It is widely felt across the organisation both in the UK and internationally that there is huge untapped potential to leverage our existing sporting assets to create new partnerships in sport that significantly increase funds for children. In order to explore the viability of this untapped potential and generate additional programme funding from the sports industry Unicef has developed a new strategy to secure new sporting partnerships under the working title of Team Unicef.

Responsibilities

Business Development

- Working with the New Business and Sports Programmes teams, research, prospect new corporate partners who operate or engage in the UK sports industry
- Organise and manage monthly sports prospecting meetings and manage the cross organisational prospect list.
- Develop and implement a Unicef UK sports industry breakfast and high level sports industry engagement dinner.

Project Management

- Organise and manage regular sports working group meetings, informal catch up meetings and external meetings as necessary, ensuring meeting notes and action points are distributed to deadline.

Cross Organisation Working

- Support on ad hoc cross organisational sports fundraising activities that complement the strategy.
- Collaborate with teams at Unicef UK working with sport and serve as a cross organisational focal point for sporting knowledge and contacts, providing advice and support.
- Chair the Team Unicef working group and manage internal communications with colleagues about the project and Unicef UK's work in sport.
- Promote and integrate new identity across relevant UUK teams, including Public Fundraising, Communications and Brand, Major Donors and Corporate.

- Implement, alongside the Communications department, a communication strategy to launch and sustain awareness of Unicef UK's sports partnerships and wider strategy.
- Develop appropriate donor journeys and digital platforms to engage sports fans, collaborating with relevant teams
- Project manage (with support of the Head of Sports Programmes and the Major Donors team) a special advisory group of leading sports industry figures to leverage new supporters.

Fundraising

- Working within Unicef's International Corporate screening policy and processes for corporate partnerships, initiate and secure long-term mutually beneficial six and seven figure sporting partnerships from cold to agreed income targets, focusing on partnerships with a minimum value of £100k per annum.
- Identify and develop major national and international new business opportunities and prepare tactical approach plans. Develop and lead engagement plans to reach senior decision makers at a range of prospects, utilising senior volunteers where appropriate.
- Secure and lead meaningful meetings and engagement with companies and sporting contacts across the sports sector. Develop compelling proposals and presentations for prospective new partners that align with core business issues,
- Proactively approach sporting prospects, maximising the support we receive from the sports industry in the event of humanitarian emergencies.
- Effectively negotiate partnerships with UK headquartered prospects for Unicef UK, including managing the contracting process.
- Liaise with fundraising departments in other Unicef offices globally to co-ordinate approaches to national and international sporting bodies and or / companies.
- Liaise with Private Fundraising Partnerships in Unicef Geneva to share best practice in sports partnerships across the Unicef family and any opportunities for international collaboration.
- Explore high value £250k + ad hoc opportunities that sit outside of a traditional corporate fundraising model.

Relationships

- Develop existing and new relationships with key stakeholders in the UK sports industry to effectively engage and influence senior level (CEO/Chairman/Board) influencers in order to secure long term, high value partnerships
- Network and build strong, effective working relationships across Unicef UK, National Committees and the wider Unicef family. These relationships will aid delivery of the Unicef UK Sports Strategy, integrate Unicef's cross-organisation identity for sport and contribute to the wider Unicef UK Fundraising Plan

- Attend, network and / or present at relevant sports industry events with the support of the Head of Sports Programmes
- Work with other organisations within the sports industry (e.g agencies) to further promote Unicef's position with the sector and create pro-bono opportunities for fundraising and/or communications.

Other Duties

- Play an active part in the Corporate Partnerships and Sports Programmes teams.
- Carry out additional tasks as required by the Head of Sports Programmes.
- Utilise digital media and tools to achieve specific external engagement objectives and is open to exploring how to make use of digital further.

PERSON SPECIFICATION

This section details the skills, behaviours and experience required for the role. All criteria in the Person Specification are essential.

Effective Behaviours	Ability to...
Communication	Convey complex ideas using a variety of methods to engage an audience and win understanding and support. Presents complex messages clearly and with impact
Negotiating and influencing	Use a range of approaches to gain commitment, tailoring information in terms of content and format. Able to balance achievement of both UUK's and our external partners' objectives
Resilience	Remain positive and quickly recover from set-backs, keeping problems in perspective. Take a solution focused approach to problem solving
Results focused	Prioritise work that will have the greatest impact on agreed aims. Review results and extract learning to optimise future performance .Anticipates challenges that could impact our work and adapts approach accordingly
Efficiency and effectiveness	Manage conflicting priorities to ensure that objectives are achieved and deadlines met, responding flexibly to unforeseen events. Anticipates risks and puts plans in place to minimise their impact

Relevant Experience
Significant experience of working on partnerships with the UK sports industry or with brands engaged in the industry
Significant experience of Corporate Fundraising, including a proven track record of winning, negotiating and delivering six figure new business partnerships.
Experience of strategic planning, developing and monitoring budgets

Specific Skills	Specific Knowledge
Ability to operate and negotiate with confidence with new and existing contacts at a senior level	Detailed understanding of the sports industry plus strong commercial understanding including value of IP and Trademarks.